

## **Buskirk-Chumley Theater: Creative Assistance Program support – update report**

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As a result of changes in Indiana's Tax Increment Financing (TIF) law that will require the reallocation of \$50,000 in annual Buskirk-Chumley Theater (BCT) funding from general operating use to capital expenditures use, the Bloomington Arts Commission (BAC) offered the services of commissioner Paul Sturm (through the BAC's Creative Assistance Program) to work with Danielle McClelland on improving BCT's fundraising strategies and implementation efforts. This report summarizes work done so far.

Nov. 26, 2014

Danielle and I met for 2.5 hours to discuss fundraising for the Buskirk-Chumley Theater. We reviewed BCT fundraising history, BCT policies, BCT's fundraising calendar, and BCT board members and their role in BCT fundraising. We discussed BCT revenue targets and we identified six areas around which different solicitations and campaigns could be structured: 1} membership/annual giving: attendee donors, 2} programming: patron sponsors, 3} programming: corporate sponsors, 4} facilities: capital improvement, 5} facilities: new equipment/technologies, 6} operating endowment donors.

Jan. 22-23, 2015

Through email exchanges, Danielle and I worked on a new BCT donor thank-you letter that reinforces awareness of BCT's portfolio of community and arts services (professional/touring artist concerts, community arts productions, ticket office services, non-profit fundraisers, community events).

Next-steps:

1. Danielle and I will meet sometime in February to talk about various processes and approaches to prospect identification and solicitation, as well as to work on specific BCT development strategies and tactics to build different income streams that will address BCT's various cost lines.
2. Our continued work will also address revenue projections and target-setting based on current and prospective donor pipelines.
3. Danielle has asked that I present at a BCT board meeting in March or April to help build a coordinated effort and focused conversation on BCT development action items moving forward.

Respectfully submitted: Paul Sturm, 2/11/15